ABSTRACT

A method and apparatus are disclosed for generating recommendations for one or more items based on the consistency with which an item was selected relative to the number of times the item was offered. The present invention adjusts a conventional program recommender score based on a consistency metric. The exemplary consistency metric is defined as the ratio of the number of times an item was selected over the number of times the item was offered in a given time period. In an exemplary program recommendation implementation, the consistency metric is defined as the ratio of the number of times a program was watched over the number of times the program was presented in a given time period. Generated recommendation scores can be increased or decreased in an appropriate manner to reward or penalize a user for consistent or inconsistent, respectively, selection of the item.

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